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RESPONSE UNDER 37 C.F.R.  
§1.116 EXPEDITED PROCEDURE  
EXAMINING GROUP 3622

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants:** Dimitri Kanevsky, et al.

**Docket:** YOR919990321|US1(12837)

**Serial No.:** 09/422,195

**Examiner:** Donald Champagne

**Filed:** October 21, 1999

**Group Art Unit:** 3622

**For:** SYSTEM AND METHOD FOR GROUP  
ADVERTISEMENT OPTIMIZATION

**Dated:** June 9, 2003

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE UNDER 37 C.F.R. §1.116**

Sir:


Responsive to the Office Action dated April 9, 2003, Applicants respectfully request the Examiner to reconsider the application in view of the following remarks.

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**CERTIFICATION OF FACSIMILE TRANSMISSION**

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**Dated:** June 9, 2003

  
Steven Fischman

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<b>Fax:</b> (703) 872- 9327	<b>Pages:</b> 23 including cover sheet
<b>Phone:</b>	<b>Date:</b> 8/11/2003
<b>Re:</b> Dimitri Kanevsky, et al. Serial No. 09/422,195 Filed: October 21, 1999 Our Docket: YOR919990321US1 (12837)	<b>CC:</b>

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Phone: U.S. Patent App'n, No. 08/442,195 Date: June 9, 2003  
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Serial No. 09/422,195		Filing Date October 21, 1999	Examiner Donald Champagne	Docket No. YOR919990321US1(12837)
Group Art Unit 3622				
Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION				
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Steven Fischman <i>(Typed or Printed Name of Person Signing Certificate)</i>  <i>(Signature)</i>				
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<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>				Docket No. <b>YOR919990321US1(12837)</b>	
Applicant(s): <b>Dimitri Kanevsky, et al.</b>					
Serial No. <b>09/422,195</b>	Filing Date <b>October 21, 1999</b>	Examiner <b>Donald Champagne</b>	Group Art Unit <b>3622</b>		
Invention: <b>SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION</b>					
<u><b>TO THE COMMISSIONER FOR PATENTS:</b></u>					
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
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INDEP. CLAIMS	3 -	3 =	0 x	\$84.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$0.00</b>
<div style="margin-top: 20px;"><input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. <b>50-0510/IBM</b> <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.</div> <div style="margin-top: 20px; text-align: center;"> Signature</div> <div style="margin-top: 10px;">Dated: <b>June 9, 2003</b></div> <div style="margin-top: 10px;"><b>Steven Fischman</b> Registration No. 34,594</div> <div style="margin-top: 10px;">Correspondence Address Customer No. 23389</div> <div style="margin-top: 20px;">CC:</div>					
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